



Discover.Learn.Grow

LONG TERM WARMING UP EMAIL SEQUENCE (ALL)



Have you heard of one of these?

You probably have heard of a business coach before, but have you ever heard of a Magnificent Business Coach?

Most have not, but the ones who have, go on to share results like this...

"Hey guys, I just wanted to share a quick win with the group. I have been wanting to launch a new program at £6k but wasn't sure how to go about it or if anyone would buy it. This week I signed two clients onto the program. One at full price and one at a discount because they were an existing client. When I joined Lilach's group I wanted to hit 10K per month consistently. So far the last three months I have averaged £14k months!

I'm not going to credit it all to Lilach Bullock because I don't want her head to explode. But let's just say I wouldn't be where I'm at without this group.

I hope that gives anyone who is aiming to achieve similar revenue that it is possible "

The aforementioned client is a coach who has only been in our program for 3 months and as you can imagine is over the moon at hitting previously unimaginable turnover for their one- person company.

...but what about you?

I would love to help you scale higher than your current targets.

Let's grab some time mins to talk about it further?

Simply book in a one2one with me below:

Sorry **{{first_name}}** I'm too busy

Hi **{{first_name}}**,

When you use the words "I'm too busy" what you're really are saying is that "I have no time to prioritise this".

If you're too busy to focus on scaling your sales & marketing now, then you will always be at your current business growth level or perhaps you will retract lower over time?

The truth is that the hay must be made when the sun shines otherwise it dies and the whole field goes to waste.

If you are so busy on client work, that means the sun is shining in your business, but where is tomorrow's busy coming from?

Building evergreen sales & marketing funnels is the smartest move an entrepreneur with the ambition to scale can make.

This is where we want to help and have created the *Magnificent Marketing and Mindset* program to give you just one small thing to do every day to build a campaign to keep the sun shining in your business.

Most pressing still is that we have limited places and I do not want you to miss out.

This is the moment you make the decision to secure the future of your business.

All you need to know is the journey to a *Magnificent* business and life starts with a *Strategy Session*.

BOOK HERE

www.lilachbullock.com

IT'S NOT ABOUT PRICE

I hear so many conversations about pricing, but I find many service business owners, simply do not have enough people to talk to, let alone put their prices up.

Fundamentally, the price of what you charge is based upon supply and demand.

The more people who want to talk to you and ultimately work with you, the higher you can increase your price.

By consistently being of value and staying in high demand, you create the desire in the market to work with you.

Knowing this allows you to create simple ways to enhance the demand and limit the supply. For example, offering only a limited number of seats on your programme is a common method to increase the rush of applications.

You see the classic Facebook group post most weeks from experts: "I have 5 seats available for my next intake of XYZ..."

Or

"...our agency only has space for two done-for-you clients on our flagship XYZ product, who wants the details?"

Yet, I'm not a big fan of the above as its rarely true that the expert only has a few spaces and most savvy audiences see through it.

I believe, the most effective and consistent method is to make your potential clients experience the supply and demand.

You do this by hosting an event with a large section of Q&A where you spotlight only a few attendees and give great personalised advice to them.

This way leaving desire in the audience for individuals to have a turn but then taking the opportunity away as you cannot spotlight everyone within the time available.

At the end of the event allow your audience to book a limited number of one2one strategy calls with you so they too can have a slice of the action.

This tactic will fill your funnel every week and create the opportunity for you to make consistent sales from prospects who really want to work with you (this is the increase in demand part). With this new wave of demand, your one2one slots will get fully booked (this is the decrease in supply part).

So, with increased demand and reduced supply, price naturally increases.

Not some clever pricing strategy, but basic economics and smart marketing.

If you want me to show you how that works for your type of business, then like or comment below or DM me.

WHAT LEAD GEN HABIT ARE YOU DEVELOPING?

One of our clients posted in our VIP Facebook group saying:

“So today I had a Discovery Call with potential client booking Strategy Session for tomorrow! A real prospect for my Accelerator Programme They had seen my life!! Goes to show consistency & patience works!!”

I was so delighted for her because she tenaciously tasked herself to post multiple Facebook Lives every week to her group and on her personal profile.

At the start, it was new and fresh, but after a week or so it was not so easy and became a ‘job’, but she kept at it, focused on sending out her message and being present on social media, after another week she hit her flow and it became ‘habit’ and this habit is now bearing fruit.

Developing a lead generation habit in your business is vital.

The science says it takes 21 - 66 days to develop (this example backs that up), but after the initial up and downs you start to complete your chosen activity without thinking - that’s where the magic happens.

So, what lead generation habit are you developing?

If you are unsure - DM me and let me show you some great ways to grab quick high-value leads through developing a Magnificent Hour.

#5 [DEMO] 6 WAYS TO IMPROVE YOUR ADS IN THIS CRISIS

I want to demonstrate 6 ways that you can apply to your lead generation right now (even in this crisis) that will help you get more customers today or to get you the leads for new clients post-crisis.

Let's start by looking at an Ad from a local Accountant.

Ad: "Free Consultation and 20% off Tax Return - Atlas Chartered Certified Accountants offer an initial 1-hour FREE consultation, and a 20% discount on any standard personal Self-Assessment Tax Return - Click the link below"

Good ad?

NOPE! Honestly, I would give it a "C-".

Most Ads like this consistently lose money because there's no connection, it's boring, salesy and overcomplicated (needle in eyes).

So, how do you make it better?

Well, you need to...

#1. Be specific on who you're targeting, 10.39 million Self-Assessment tax returns were completed in the UK last year - that's a WAY to big an audience to target #2. Make it about your potential customer and not about "me, me, me". (this is called don't sound like an opera singer - me, me, me, meeeeeeee)

#3. Be helpful and solve a problem, instead of looking 'salesy' and trying to ask people to 'buy my stuff'

#4. Be conversational, because sounding like a classified ad comes off insincere. #5.

Create curiosity, incentives, and urgency or else people will take their time. #6.

Demonstrate, because showing is always better than telling.

Okay, let's see what the ad looks like with these changes...

Ad: "Calling all Tradesmen... would you like several ways to reduce TAX on your next personal Self-Assessment Tax Return?"

In fact, would you want to sit down with an expert in Trade businesses and talk you through it in plain English, without obligation?

YES! - that's an expert's time totally FREE - when was the last time a Chartered Certified Accountants said that to you? - Click the link below to find out more" Good ad?

(I hope you think so - cue reply emails with critiques - I know who you are!!!!) The beauty of this ad is that we can save the 20% discount as the hook on the landing page when they click through.

This give you another benefit to hit them with to push them over the edge to convert into a hot lead for Atlas Accountants.

This quick A & B demonstration hardly scratches the surface of what it takes to master this process.

...but by having a community AND tried and tested material behind you - you will be well on your way.

So, your next step of discovery has to be towards The 30 Leads in 30 Days Challenge where ideas and tips like these flow faster than Niagara falls.

>>Link<<

Lilach Bullock

GO FROM GOOD TO GREAT

In the past our interest in health, 'wellness' and self-improvement was tied to the seasons, yet recent Google Trends analysis suggests that our desire personal advancement is extending beyond the typical January peak (new year's resolutions, etc).

This is fast creating a range of 'always on' consumer behaviours, which is exciting for the coaching space.

Googles analysis indicates there's been a broader, more inclusive step change in consumer behaviour and it's a shift that appears to go far beyond the more immediate effects of the pandemic, with potentially a long-term and far-reaching impact on the products, services, advice and brands we buy.

I think we all recognise this; our starting position is no longer beginner; we are looking for all types of mentors to take us from good to great not just to get us started.

The big question is this...

...what are you doing to help your clients go from good to great?

If you do not have 100% clarity of this, or want to know how you can get your good to great message out further and wider, then take the first step and book in a Strategy Session with me today using the link below:

A LITTLE UNCOMFORTABLE, BUT THE TRUTH

This will probably make you a little uncomfortable, but it's the truth.

The #1 excuse people use for not taking action, always has to do with time.

Underachievers will say...

"I'm too busy", "I have no time", "I'm swamped with client work", "It's late and I need sleep", "I can't get up any earlier", blah, blah, blah...

I know so many business owners who work hard but are still not reaching their potential.

I know some that are not even working hard, yet surprised they also are not reaching their potential.

The difference between high achievement and underachievement is FOCUS. REALLY do you not have the time?

...or are you filling it with work you could outsource or Netflix you can stop watching or the same doom and gloom news feed we are all glued too that will not help any of us feel good.

We all understand that building a business is hard, we also know it just got a hell of a lot harder, and if you don't make the sacrifices and create space to FOCUS, then you'll probably just survive (if lucky) and not succeed.

This is why I have created the Magnificent Marketing & Mindset program - to work with entrepreneurs who are willing to sacrifice and focus on growing their business even during this global crisis.

And if you are willing to make the sacrifice to find out more, I am willing to offer an hour of my time to walk you through specific sales, marketing and scaling strategies for your business.

Totally one2one and totally tailored for your business.

>>CLICK HERE TO FIND OUT MORE AND BOOK IN<<

Lilach Bullock

P.S. If you're going to reject this opportunity to get better, then that's fine, but just be honest and tell yourself, "it's not the right time, because I'm not willing to make the sacrifice." If you are ready, then the link is here again:

>>link<<

P.P.S. Apologies for the direct approach today, just wanted to help nudge you forward - big love x

3 WAYS TO QUICK GROW YOUR CLIENT BUSINESS

The reason I've scaled both my businesses and my clients businesses to a million in revenue and beyond boils down to three things...

Thing#1: Target clients who have the income to pay for your service.

You would not believe how many people I talk to who want to help as many people as possible and so keep their prices low so they can look after

EVERYONE, the trouble is you get swamped by needy low paying clients who suck your business dry of resources and energy.

Don't be a hybrid charity, be a business.

Thing#2: Solve a big pain and therefore warrant a big price tag.

The right client will not be put off by a 3k plus offer, especially if you are solving a big enough pain for them.

With my previous agency business, we took this to the extreme.

We used to say that we don't do pretty pictures or flashy business card design, instead, we get the phone ringing and inbox pinging with hot new inquiries.

Essentially, we didn't worry about the low-value graphic design work, we solved the big pain of lead generation. This made our average deal go from £500 to £42,000.

Tip #3: Focus on the 80/20 rule in your sales and marketing.

We all hear about the 80/20 rule, but most of us try to follow up every lead (or none of the leads!).

To scale your businesses, I suggest that you do so in a very strategic way, to quickly evaluate who has the pain you solve and the income to pay for a premium service, then you just focus on that 20% of your database.

You then only publish content that allows us to take that 20% from cold, to warm, to hot.

And you do so by showing them you can help them by actually helping them - i.e. make your content useful and of value.

Not with persuasive copy & marketing tactics.

Actually, help them.

If you can even help them get 10% of a result, they'll be happy to pay you to help them get the other 90%.

Spend most of your time helping people, and then you'll be in a much better position when you do make your offers.

I hope these tips have helped...

...and if you're a business that has clients (service sector) and you want to be charging 3,000+ I would be delighted to show you how to via a complimentary Strategy Session. We've taken multiple businesses to a million and beyond, and if you want to leverage our strategies to do exactly the same for your business...

Click here and let's have a chat.

BE LIKE JOE WICKS

I joined nearly 1 million people this morning as I bounced my growing self- isolated mass around the living room next to my far more energetic wife and kids.

Listening to the now legendary Joe Wicks tell me to 'bunny hop', 'Spiderman' and 'climb the ladder like Fireman Sam' was quite something!

With his channel now amassing nearly 98 million views, its quite a moment for him.

Watching an interview, he recorded with CCN on Sunday they asked him about his 'over-night success' and Joe replied the immortal words of every success story:

"It took me 7 years to become an overnight success"

Why?

...because he kept showing up for his audience every day for 7 years. Through small audiences and shoes string budgets, just to be ready for when the market was right and whoosh! - Off he goes into the internet hall of fame and donating all his income from the You Tube Channel to the NHS on the way.

AHHHH - Joe (you have to love him!)

...but it's his graft that inspires me the most.

He made a HABIT of producing content and pushing that content out regularly to his audience.

He kept on keeping on even when it was tough, and the self-doubt kicked in. That's what habit does, and it take 30 days to create a habit.

For this reason I would like to invite you to start building a habit for your business - a marketing habit - one that will make your business ready to grow when the market changes and now is the BEST time to do it.

It's called The 30 leads in 30 days Challenge and it gives you 1 task to do each working day to build a lead generating funnel for your business.

There is so much value you must check it out for yourself below:

YOU CANNOT OVERTAKE 15 CARS



Hi xyz - Lilach here 😊

The late great Ayrton Senna once said:

"You cannot overtake 15 cars in sunny weather.... but you can when it's raining." Well, it's raining worry, concern and bad news - none of us are immune to that. Yet, not all of us will let it stand in our way.

Some of us will be busy overtaking 15 cars

Overtaking competition

Overtaking pre-conceptions

Overtaking doom and gloom

Taking the lead in our own personal race to make sure we come out of this crisis ahead.

For many of us that mean replacing lost clients or lost time - you probably feel like me that this year was going to be a great year.

Well together let's make sure that's still the case.

Let's work together to generate the business enquiries you need to overtake those 15 cars - even in this crisis.

PLAY BY THE RULES, BUT BE FEROCIOUS.

If there's one thing I know about entrepreneurs, it's that they're focused on growth. When we surveyed small-business leaders earlier this year, the majority told us they expected to grow significantly in the coming year.

So, in your journey as the year progresses has the big dream been lost?

Hell no! - not if you don't want it to be.

If you're still waiting for the tide to turn, I wanted to give you a little inspiration.

Here's my favourite quotes to help you jumpstart your business growth:

(READ TO THE END AS I HAVE A PERSONAL QUESTION FOR YOU)

"Every problem is a gift – without problems we would not grow."

— Anthony Robbins, motivational speaker and writer

"Motivation is the catalyzing ingredient for every successful innovation."

— Clayton Christensen, economist and Harvard professor

"Play by the rules, but be ferocious."

— Phil Knight, founder, Nike

"Everyone wants to live on top of the mountain, but all the happiness and growth occurs while you're climbing it."

— Andy Rooney, journalist

"Only those who will risk going too far can possibly find out how far one can go."

— T.S. Eliot, author

Many of my Magnificent Marketing & Mindset clients have built funnels, closed sales and grown their business during the worst global economic climate ever seen. They did it because they have serious momentum and high-quality accountability behind them.

I would love that for you?

Generate Higher Quality Leads

Convert More Sales

Increase Customer Lifetime and Value

I have found from scaling multiple businesses that the fastest and most consistent way to generate wealth is to turn lead generation into profit.

Let me show you via a complimentary Strategy Session - one2one with me.

Simply book below to find out more:

DO YOU HAVE A TEAM?

{f_name}, do you have a team?

I do.

My team has many important qualities, but here are three of the most vital:

1. Organised - My team love spreadsheets, lists, scheduling, and getting tasks DONE!
2. Expert people skills - Whether handling phone calls, emails, or last-minute changes, my pro team will not lose their cool. They are persuasive, friendly, and trustworthy.
3. Not me.

Let's talk about #3:

If you have a business, but you're still wearing multiple hats and you don't have help, remember this quote:

"If you don't have a team, you are the team."

Or to put it this way, if you woke up feeling extremely ill tomorrow and there's no way you could even look at a screen let alone tackle or reschedule a single task on your to-do list, would your business be able to carry on without you for the next 7 days?

Even if you "never get sick like that", operating as a 1 or even 2 person business can add a lot of strain on your health and limit your business.

But you probably already know that.

Here's the point of my rant...

If you have not heard about the Magnificent program, then today is the day.

My mission is to guide you to quadruple your income and work half the time.

To do this you need an awesome team.

You also need a guide (I can help there!)

You also need a group of fellow entrepreneurs all on the same journey to offer peer-to-peer insights.

I do understand that isn't for everyone.

...but I believe it could be right up your street?

If you want to learn more, then book into my diary below and I would be delighted to walk you through the Magnificent Mindset and Marketing Group

HAVE YOU PIVOTED TOTALLY OFF TRACK?

{f_name} have you pivoted totally off track?

A few month's ago, I bet you were thinking about how to make this your best year in business - ever. Well, time has moved on...

...have you shredded the plan, pivoted totally off track and written off this year?

If so, no worries!

There is still time this year, but now lets turn it up a notch!

Cast your mind back to the summer of 2004 and a British athlete called Kelly Holmes who took the starting line at the Athens 1,500 meter Olympic final.

For most of the race she cruised at the back of the pack waiting for the right moment when *BANG* she snapped to life, sprinting outside of everyone to bring home a Gold Medal for Great Britain.

Not just once, but the same tactics twice taking Gold in the 800 meters.

She was the master of the late come back.

Is it time you started to look at this year like Dame Kelly Holmes?

I want to help you to do so - like Kelly who had a great coaching and support team around her, I want to offer you the same.

Here's how...

I run an accelerator full of entrepreneurs who have the ability and ambition to seriously scale this year and beyond.

The goal is to spend the next 6 months and beyond smashing out lead generation funnels and pushing prospects into sales conversion meetings, where you refine and tune your deal close rate. 'Scale through Sales' is the Magnificent Marketing & Mindset mantra.

I genuinely only work with inspiring business owners and I really hope you could be one of them?

I have a load of info, brochure, location, dates and prices ready to send to you, but only if you are interested.

If you are: then simply reply to this email with:

'YES'

I will then get all the info to you.

ARE YOU AVAILABLE FRIDAY MORNING?

Hi xyz

I know its short notice, but I wanted to take the opportunity to ask you personally for a meeting.

Let me be upfront.

I have a first-class network of entrepreneurs who are dedicating time every month to building show-stopping lead generation funnels.

I personally meet with each member twice a month over zoom to guarantee success - the type of success that delivers 100's of consistently qualified leads, which turn into top clients and cash in the bank.

I think you could be a great fit and you would have a ton of fun in the process.

If that sounds work spend 30 mins on Friday morning* then let's have a chat. Just use the link below

*other times and days are available

THE WORST BUSINESS ADVICE OF ALL TIME

Want to hear the worst business advice of all time that drives me insane?

“Patience is a virtue”

“It takes 10 years to become an overnight success”

“Good things come to those who wait”

Well I am calling entrepreneurial BS.

The best entrepreneurs I know are incredibly impatient.

The fact that you want more sales NOW is a good thing.

Why wait?

Your competition won't be.

With the next quarter set to be the biggest months of the year, you should be impatient.

It's time to get into full throttle.

Now ask yourself this...

Are you ready?

Are your funnels live?

Are your ads working?

Have you placed multiple forms and offers on your website?

The truth is...

You don't need to wait 6 months for SEO, a press release, your Instagram following or for “branding” to kick in.

All you need is one decent funnel.

GOOD FIT OR NOT GOOD FIT -THOUGHTS?

Hi

Sometimes you need to be Captain Obvious about the basics.

Because too many people get it wrong...

Here's how you make money:

1. Make offers to the right people

2. Don't make offers to the wrong people

...and the key here is to know who the right people are and who the wrong people are.

Once you understand this, systematic lead generation and business growth gets a ton easier.

And your client success rates go up.

And who doesn't want that, right?

So, here's how to identify the right people i.e. Good Fits:

1. Do they have a problem you solve?

Your offer should only solve 1 or 2 problems, 3 at most; otherwise, it's too broad. For example at Magnificent Marketing & Mindset we help clients quadruple their income and work half the time; that's all.

(does what it says on the tin)

Does your proposition solve a simple pain?

2. Can you get them a result in a reasonable time frame?

Is it a tangible result, like more money, money saved, or time saved? Or an intangible result, like better health or better relationships? How soon will it happen? - If you don't know, find out.

1. They don't fulfil both of the above criteria.

That's it.

If either one is missing, don't make them an offer.

Makes Sense?

If you want to look at how you can find the right clients that will help you sprint to quadrupling your profit and beyond, then lets jump on a Strategy Session - book here

Enjoy your day,

YOUR MAGNIFICENT HOUR

Hi {{first_name}} its Lilach,

The science tells us it takes between 21 and 66 days to form a habit (both healthy and unhealthy), for the world's most successful entrepreneurs they have formed a consistent growth habit in their business.

To help you also tap into this awesome advantage I have created the below linked video and in just over 4 mins you will learn the secret to becoming a 'momentum driven entrepreneur' and how a simple change to your daily routine will guarantee your success.

ACCESS YOUR HOUR FREE TRAINING

Lilach

{{FIRST_NAME}} HOW DID YOU FIND IT?

Hi **{{first_name}}**,

How did you find the Magnificent Hour Training, are you going to give it a shot? Did you time block it into your calendar?

I would love to know your thoughts

In case you wanted to go back over the video, the link is below:

ACCESS YOUR MAGNIFICENT HOUR FREE TRAINING

...and the key bullet points from the video where as follows:

What is a Magnificent Hour? - Its dedicated time to building campaigns, managing ads and creating momentum in your sales & marketing.

- **Make Time for success**
- **Create a Magnificentplace**
- **Close all other browsers and go airplane mode**
- **Get in the creative Zone - Have a playlist or ambiance that works for your focus**
- **Know what you will be doing before this hour starts**
- **5 min wrap up a) How far did you get? b) What do you need to do tomorrow, by the end of the week, by the end of the month.**

I hope that helps?

Kind Regards,

SPECTATORS VS PLAYERS

Hey {{first_name}},

The difference between great people and everyone else is that great people create their lives actively, while everyone else is created by their lives, passively waiting to see where life takes them next.

Some people spectate life.

Other people play life.

You want to be somebody who plays.

If you're tired of standing on the sidelines booing and cheering...

Let's book a Strategy Session together and look at how you can quickly start playing the game.